

## **Enough Snuff**

### **Brief Program Description**

Enough Snuff is a self-help tobacco-use cessation program designed for smokeless tobacco (SLT) users. This low-cost intervention can be delivered by mail and uses a manual and videotape, supplemented with telephone counseling. The program's 60-page manual and 20-minute videotape, which are mailed to participants, provide testimonials regarding specific reasons to quit, and techniques for quitting successfully. The telephone counseling, delivered by trained tobacco cessation counselors, offers SLT users support and motivation to quit, assistance with choosing a quit method, selecting a quit date, and techniques for dealing with withdrawal and relapse.

The program primarily has been tested with adult men 15 to 65 years of age, and has been delivered to diverse racial/ethnic groups in six states in the Northwest United States (Oregon, Washington, Idaho, Montana, Wyoming, Alaska). SLT users receiving the full Enough Snuff intervention (the manual, video and two counseling calls), had significantly higher quit rates for both smokeless tobacco and all tobacco use than SLT users who received the manual alone, or the video and manual.

### **Program Development Support**

The program was developed under a grant from the National Cancer Institute (Grant No.CA 60586). We acknowledge the assistance of our dedicated telephone counselors and support staff, including Laura Akers, Maureen Barckley, Zoe Brady, Christine Cody, Kara Edson, Kerin Hoag, Cathy Milchak, Corin Nicholson, Catherine O'Leary, and Shari Reyna. Additional thanks go to Steve Christiansen and the InterVision Media for developing the video program.

### **Contact Information**

For indepth information on this program, please use the contact listed below.

#### **Program Developer**

Herbert H. Severson, Ph.D.  
Oregon Research Institute  
1715 Franklin Boulevard  
Eugene, OR 97403-1983  
Phone: (541) 484-2123  
Fax: (541) 484 1108  
Email: [herb@ori.org](mailto:herb@ori.org)